

PURPOSE

To establish a policy and procedure regarding specific graphic elements that represents the Michigan Department of Health and Human Services (MDHHS).

DEFINITIONS

Logo

The word logo refers to any MDHHS logo or variation of the logo, and any bureau, division, program or project logo under the MDHHS umbrella (examples include: OPHP, Healthy Michigan Plan, etc.).

The logo description is included in the references section in this item.

POLICY

It is the policy of MDHHS to reserve the right to review the use of the MDHHS logo, both internally and externally, prior to its use; and may at any time require the discontinuance of the use of the logo. The MDHHS Communications Office authorizes the use of the MDHHS logo for commercial purposes or for use with any other event or purpose, including but not limited to print and electronic publications.

Use of the MDHHS logo in any manner that may possibly disrepute, detract or degrade the MDHHS is prohibited. The logo is not to be used in any form related to socially or legally unacceptable situations, or in any way to infer an authorized intent by the MDHHS.

It is prohibited to alter the appearance of the logo in any way. Logo modification exceptions include, but are not limited to, approved color changes to display the logo in one color. The logo must stand by itself so as to avoid unintended associations with any other objects, such as type, photographs, graphics, illustrations, etc. Incorporating the logo or any of its parts into another logo is prohibited. Using the logo in any manner that implies sponsorship or endorsement of any event, product or service, without prior authorization is prohibited.

Consistent use of logos, colors, slogans, and typefaces will establish and maintain a distinctive MDHHS image –a family look in

both print and electronic formats and reinforce MDHHS's visual identity.

In the instance an individual bureau or division within MDHHS would like to create their own logo, they must first seek and gain approval from the MDHHS Communications Office for the use, design, and purpose of the logo. All individual bureau or division logos are superseded by the primary MDHHS logo. The primary MDHHS logo will be the default logo that all bureaus and divisions use unless they have received approval of their own logo from the MDHHS Communications Office.

PROCEDURE

Logo Requestor

The logo requestor must contact the MDHHS Communications Office to request the placement or use of the primary logo or to request the development and approval of a program-specific logo.

MDHHS Communications Office

The MDHHS Communications Office evaluates the appropriateness of the use of the logo and approves and supplies the logo electronically, or denies the request.

REFERENCES

These design standards describe specific visual elements that identify the MDHHS. The first MDHHS logo is the basic logo, while the second logo is a common hybrid using the current governors and director's names and titles.

The official logo of the MDHHS consists of the letters MDHHS with a Michigan map silhouette inserted between the M and D. Below the MDHHS is a single line with the full name of the department, Michigan Department of Health and Human Services. For the secondary logo with the governor and director names, the names are inserted below the full name of the department.

In addition to the primary horizontal logo, exists a square logo. The square logo exists in the same two forms: with and without names. The first square logo consists a Michigan map silhouette with the MDHHS acronym beneath it. Under the acronym is the full department name stacked. For the second square logo, the names are inserted below the full name of the department.

Specifications for the MDHHS black and white logo:



Specifications for the MDHHS color logo:

Blue:	Pantone	541
Green:	Pantone	7482
Gray:	Cool Gray	9



Specifications for the MDHHS seal:

This seal is used on formal documents and typically appears in a single ink color.



CONTACT

For additional information, please contact the MDHHS Communications office at 517-241-2112.